BOARD REPORT

DATE: March 18, 2021

TO: CPRS State Board of Directors

FROM: Nicole Acquisti, Adam Chow, Doug Grove and the Linkage Plan Task Force

SUBJECT: 2020-2021 Linkage Plan Task Force Final Report

Recommendation - The CPRS State Board of Directors and CPRS Headquarters staff review the final recommendations from the 2020-2021 Linkage Plan Task Force.

Background – On January 22, 2021, the Linkage Plan Task Force presented their findings from the 2020-2021 Linkage Plan to the State Board of Directors. At that meeting, President Gee asked the Task Force to report back with the following recommendations:

1. Are there any items for HQ to address?
2. Are there any items from the three groups (Membership of 2 years or less, Membership of 10-15 years, and JEDI related interest) that can be addressed immediately?
3. What are the items to implement in the future?

Discussion –

1. Are there any items for HQ to address?

The overwhelming response from all three categories was the ability to have opportunities to network throughout the profession. The Membership 2 years or less see themselves growing in their professional career within in P&R, as well as evaluating if the industry is a lifelong choice. Membership 10-15 years acknowledge that early in their career, they were given opportunities to form relationships that have impacted them professionally. Those with interest in JEDI made note that CPRS is leaning into JEDI work and most agreed that "telling our story" should be a priority to emphasize the role parks and recreation plays in a community.

The Task Force recommends that CPRS HQ continue to provide networking opportunities to professionals of all levels and look into expanding offerings and partnerships with other

organizations. The members who are more seasoned noted that there are less opportunities to do this through CPRS and have relied on other organizations such NRPA, League of Cities, MMANC, IMCA, and through specific County led groups. Additionally, it is recommended for CPRS to utilize retirees and past CPRS presidents for their experience to mentor and guide for more seasoned professionals.

Another area recommended for CPRS HQ to address is the communication strategy. Comments from the participants included suggestions such as:

- Messaging needs to be more targeted
- Being at the table with other agencies and organizations
- Being more visible and relative on social media outlets and online discussions
- Outreach to members outside those who are currently heavily involved

It is recommended by the Task Force to evaluate the current communication strategies, assess how members consume information, and, devise a strategy enabling focused, more targeted outreach to meet communication objectives.

The final recommendation for CPRS HQ is to evaluate the tools being provided to members. The Task Force recommends strengthening offerings of industry guidance, promoting and sharing of tools, and providing resources for targeted groups such as JEDI, legislation, and high-level management positions. The recommendation does not suggest recreating what is already being done, but instead providing the direction to the information through CPRS. Utilize the CAP to strengthen CPRS' position as the premier resource for parks and recreation professionals.

2. Are there any items from the three groups (Membership of 2 years or less, Membership of 10-15 years, and JEDI related interest) that can be addressed immediately?

The Task Force acknowledges that from the items listed in #1, addressing the communication strategy could take significant time and assistance from the State Board of Directors. However, providing shared resources and networking opportunities are areas that can be addressed sooner, if not immediately.

3. What are the items to implement in the future?

In addition to the items addressed in #1 and #2, the Task Force recommends continuing with the Linkage Plan in future years. Suggestions for targeted groups include, but are not limited to:

- High Level Management and Administration
- A Team members
- Past CPRS Presidents
- Section Presidents and/or Region Reps

It is recommend to continue outreach to members not just through the member surveys, but through focus groups to obtain continuous quantitative and qualitative data as well.